KANTAR MEDIA | Intelligence

# User Manual

## MarketAdvisor™

January 2010

# MarketAdvisor User Manual
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# New Product Structure (Brand Central)

## CATEGORY LEVELS

**Kantar Media Intelligence Product Group:** Similar products which span categories
*(Example: Baby Products or Internet/Online)*

- **INDUSTRY** — **Industry:** The highest level of category classification *(Example: Financial)*
- **MAJOR** — **Major:** The second highest level of category classification *(Example: Financial Products & Services)*
- **CATEGORY** — **Category:** The third highest – used to be the lowest level *(Example: Financial Products & Services)*
- **SUBCATEGORY** — **Subcategory:** The level below Category *(Example: Mutual Funds)*
- **MICROCATEGORY** — **Microcategory:** The level below Subcategory *(Example: Mutual Funds / Stock & Bonds)*

## PRODUCT LEVELS

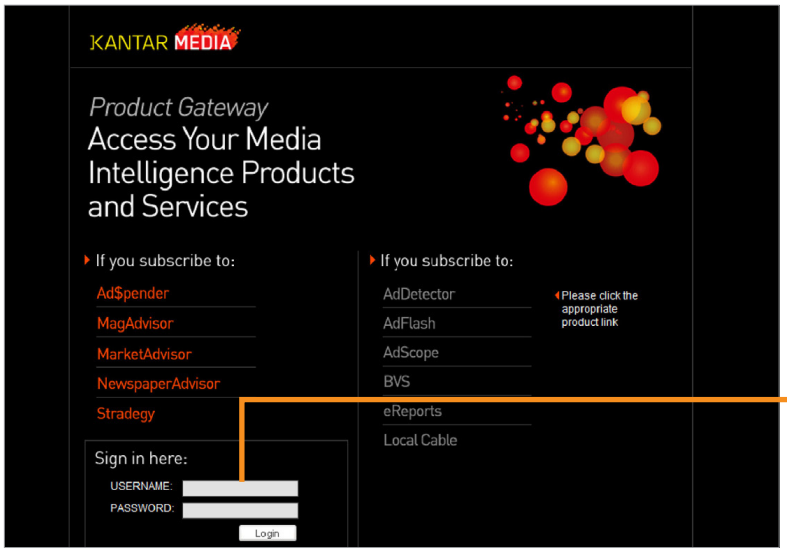
- **ULTIMATE OWNER** — **Ultimate Owner:** Highest level – owner of the product *(Usually same as Parent. In our example below, Citigroup, Inc.)*
- **PARENT** — **Parent:** The owner of the product advertised *(Example: Citigroup, Inc.)*
- **SUBSIDIARY** — **Subsidiary:** The immediate owner of the product *(Example: Citigroup)*
- **ADVERTISER** — **Advertiser:** The payer of an ad *(Example: Citi)*
- **BRAND** — **Brand:** Who is advertising? *(Example: Citi Upromise)*
- **PRODUCT** — **Product*:** Who is advertising? *(Example: Citi Upromise Platinum Personal Credit Card – Mastercard)*

- **PRODUCT DESCRIPTOR** — *"Who & What"*
- **PRODUCT DESCRIPTOR** — *"What is it?" Generic*
- **PRODUCT DESCRIPTOR** — *Extra Detail: Selected Categories*

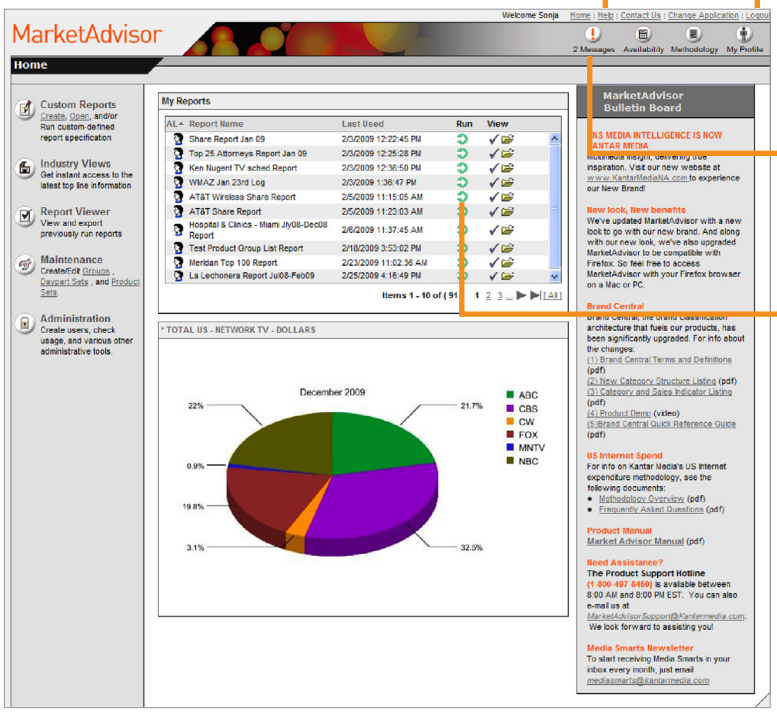
** Product replaces Brand/Account as new lowest level of detail. Brand is now a roll-up of Products.*

# Logging In

## To begin using MarketAdvisor, log in at **http://products.kantarmediana.com**




Enter your username and password here. If you don't know them, contact your local administrator or your Kantar Media Intelligence Account Manager.




Click "Help" for commonly used terms and abbreviations. **Always use the "Logout" link at the end of your session.** Otherwise, the system may think you're still logged in.

These buttons contain system and data notifications, data availability by media, and methodology. The My Profile button allows you to change your password and view the details of your subscription.

With one click, you can re-run existing reports, review the specs or edit them.

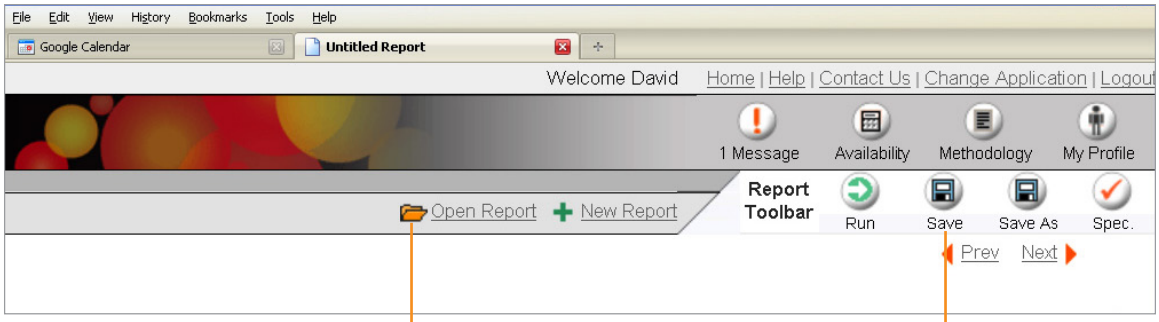
# The Report Setup Steps

After you begin a new report or open an existing one, you'll see the following links at the left side of the page. Use these to navigate through the steps or use the "Next" and "Previous" links on the right side of the page.

The first thing to know is that for the vast majority of reports, you don't need to make selections on every tab. This is because the system defaults to "All". In other words, **if you don't choose anything, you will get everything.** Keep in mind that sometimes this is what you want, but not always! This system default is designed simply to save you time. For example, if you want all programs included in your report, you can skip Step 5. You do not need to select every program. When you don't choose any, the system will know you want your report to include All programs. (Caution: Selecting All items will slow processing of the report).

1. **Media/Market:** Allows you to make media and/or market selections for your report. You will only see this tab if you subscribe to more than one medium and/or more than one market.
2. **Report Format:** Allows you to define the basic structure of your report. The default is a share report.
3. **Time Period:** Allows you to define the date range your report will cover. It can be a single date range or multiple date ranges.
4. **Properties:** Visit this step only if you need to narrow your report to particular stations, publications, etc.
5. **Programs:** Visit this step only if you need to narrow your report to particular programs or program types.
6. **Dayparts:** Visit this step only if you need to narrow your report to a specific daypart(s). This option is only available for TV or Local Radio Detail reports.
7. **Product Sets:** Visit this step only if you need to narrow the categories, advertisers, products etc. you want in your report.
8. **Assignments:** Allows you to select a sales person, sales office, sales indicator or custom account into your report. This feature is only available to clients that utilize the sales assignment feature.
9. **Measures/Cutoffs:** Allows you to select measures such as dollars, units, GRPs, etc. You can also rank a report and/or specify a cutoff.
10. **Report Options:** Allows you to customize your report layout such as including/excluding total rows and changing the font size
11. **Report Summary:** Allows you to name your report and review what you selected before running

# The Report Toolbar




- **Open Report** – If you wish to select one of your existing reports, click the open report link and you will see a list of all of your private and public reports.
- **New Report** – If you have been working with another report and want to start a new report, click the new report link to reset all your selections back to the system defaults.

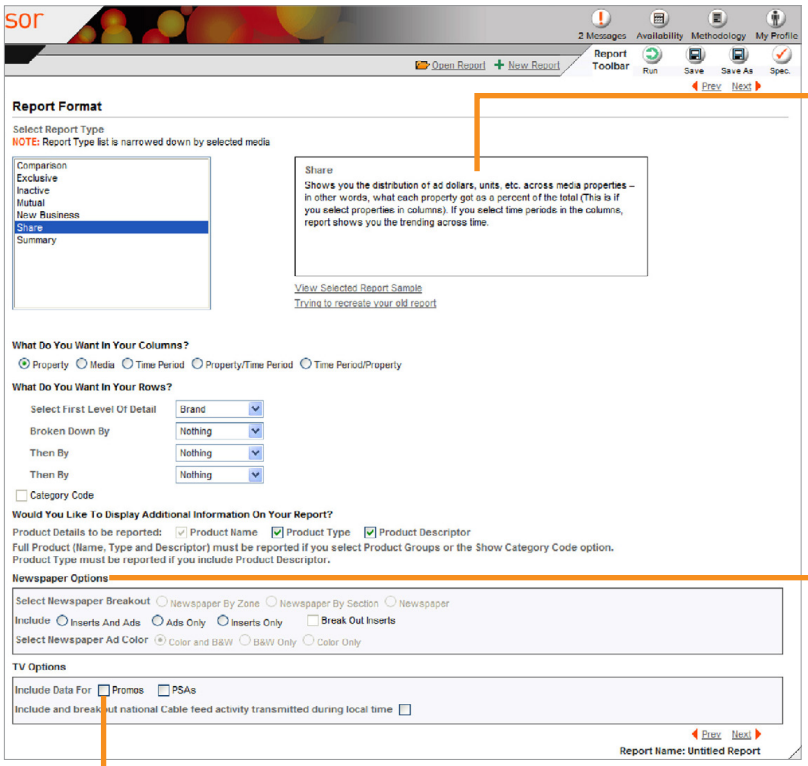
Report toolbar is available throughout the report setup process.

- Clicking the **Run** button will first save your report and then will process your current report.
- Clicking the **Save** button will save any changes within the current report.
- Clicking the **Save As** button will take you to the save report specification page where you can name the report and save it as public or private.
- Clicking the **Spec** button will open a separate window where you can see all of the selections you have made for the current report.

# Report Setup: Report Format

Each report type defines an overall layout. Highlight a report type for a description immediately to the right. If you subscribe to multiple media, the report type list is dependent upon what media you have selected on the Media/Market tab.

For example, if you select newspaper only, the Newspaper Schedule report type would also be available.




In addition to the description, you can also view a sample of each report type. Simply click on the link.

The options available here will change according to what media and report type you have chosen. For a Share, the most used report type, you can pick what you want in your columns and what you want in your rows. For your rows, you can select up to eight levels of sorting (e.g. show me the Parent first, then the Category, then the Brand, etc.).

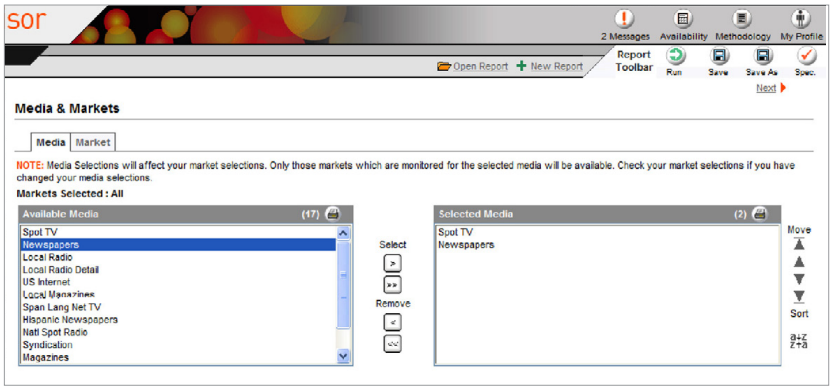
You can display category codes on your report output if you like. Also, if you want to include Promos and/or PSAs, **you must select that here.** If you're running a newspaper-only report, this is where your options for breaking out zone and/or section and including inserts and/or ads will appear.

# The Share Report

This report shows you what each property (station, paper, etc.) got from any given brand's buy and what that represents as a percent of the total. Start a new report by clicking "Create" on the left side of the homepage.

## 1) Media/Market

Select the media and markets you want to analyze. Note that if you only subscribe to one medium and market, you won't see this tab.



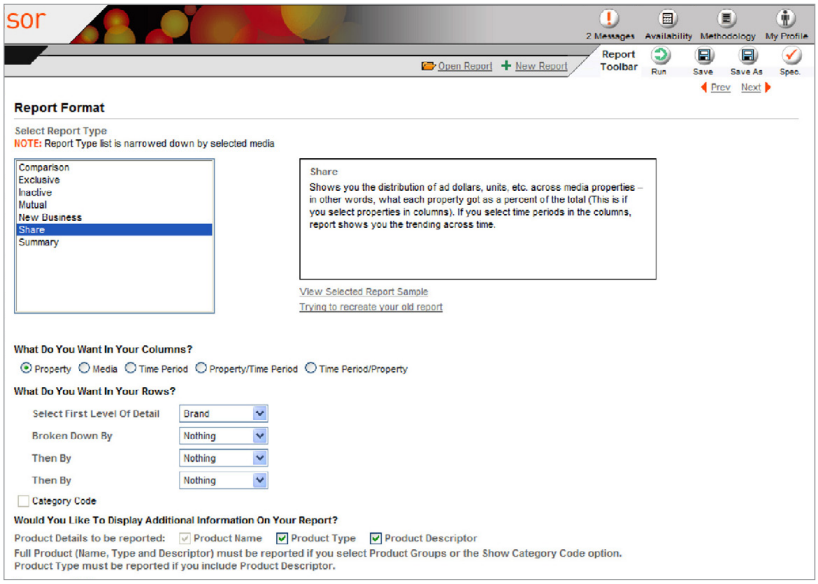

## 2) Report Format

a) Select "Share" in the report type list.

b) Make sure to select what you would like in your columns. Note, media is only an option if you subscribe to multi-media.

c) If you'd like to see the information represented by brand, go with the default of "Brand" in your rows. If you'd like to see product, switch to "Product."

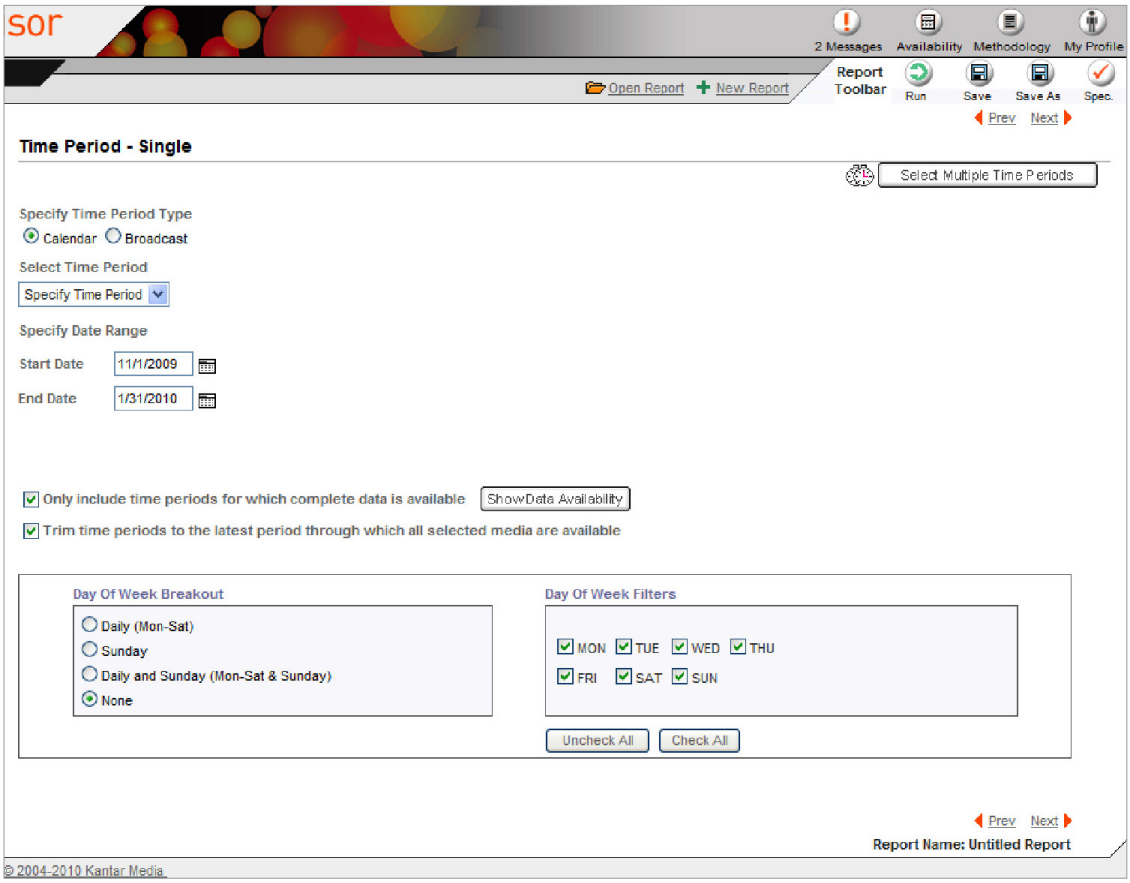
d) Selecting time periods as the column is the way to create a trend report.



## 3) Time Period

If you want your most current month of data, skip this tab. If you want any other date range, visit this tab to specify.

***For further help with this step, refer to "How to Select Time Periods" on page 30 in this manual.***



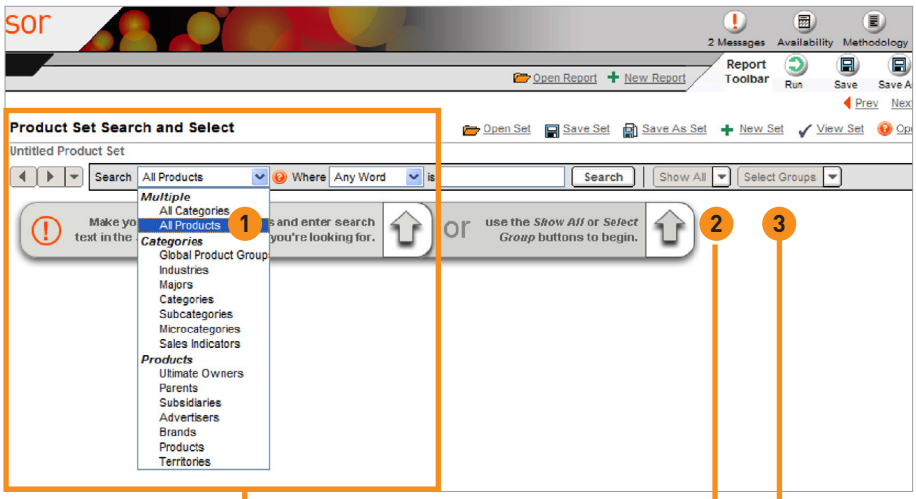
## 4) New Product Sets

The Product Set has been redesigned to take advantage of the enhanced Brand Central. These changes include new functionality and a redesign of the features you are familiar with.

## Getting Started With the New Product Set

Everything is now on a single page. This is the page you will see when you visit the Product set step.There are three different ways to get started:

**1. If you know what you are searching**




**1.** If you know what you are searching for

**2.** If you are not sure what category you are looking for

**3.** If you already have saved Groups that you would like to use

**for** and want to do a test search, you would do the following:

a. Use the Search dropdown to begin making your selections. You can choose to search by all levels using All Products or All Categories, if you are unsure what level you want to search. (Click the question mark for more information on the different levels).

b. Instead of Begins with or Contains, you can choose to search Any word or First word.

c. Type what you are looking for in the textbox and click Search.

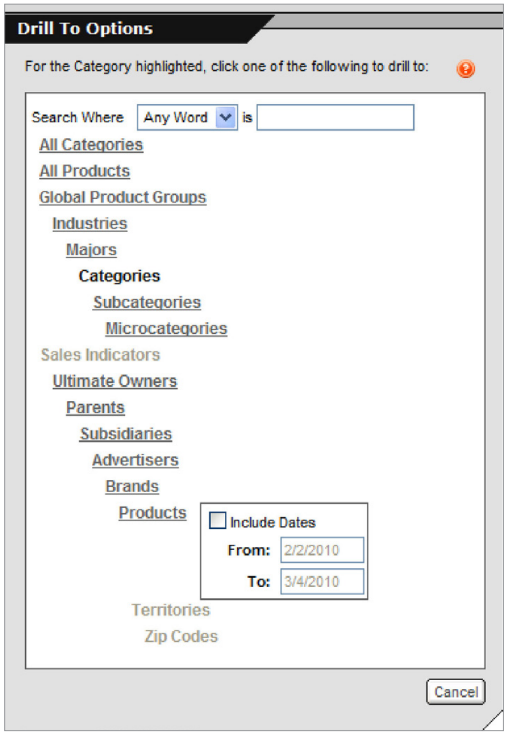
d. If you are searching for Products, use the calendar icon to search for new products.

**2. If you are not sure what category you are looking for,** you can start by showing a full list of categories. The Show All smart button shows all Industries, Majors, Categories, Subcategories or Microcategories. Click the button to see all categories for the level shown in the search dropdown. Or click the down arrow to select any of these category levels, and they will appear within your Available list. You can even show All Categories which will display the full list for each of the levels. You can start at the highest level (i.e. Industry), and then work downward to the lower level categories.

**3. If you have already saved Groups,** the Select Groups smart button displays your saved groups. Click the button to see groups for the type shown in the Search dropdown or click on the down arrow to select a different group type. Once you click the type, your groups will be listed for you to select.

## 4A) Drilling Down or Filtering Search Results

There may be times when your search results are not exactly what you are looking for. This may be because there is too much data, or possibly because you are not at the right product or category level. Here are two features to help you further.




*Advanced Drill Example*

## 1. Drilling Down

There are two ways to use the Drill button and move up or down levels.

### Quick Drill

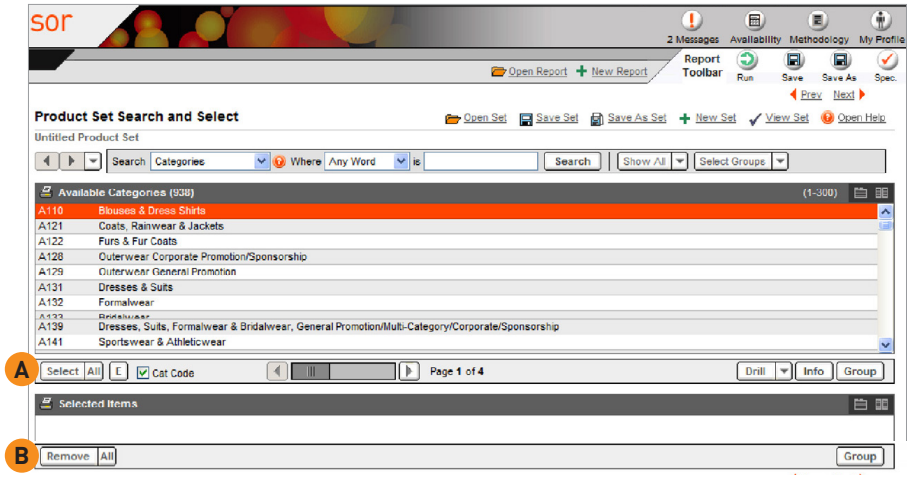
Highlight an item in the Available box and click the arrow next to the Drill for a quick Drill. You can click the level that you would like to show and your list will be repopulated with that level.

### Advanced Drill

For a more advanced Drill, click the Drill button. This will bring up a window showing all the available levels. As with the arrow, you can click one to Drill. Additionally, you can use a date filter for Products (as with your first search) or type something into your text box. For example, if you had highlighted Sneakers in your category Available box and clicked the Drill button, you can enter Nike in the text box, select dates, and click the products link. Your list would return new Nike products within the Sneaker category.

### Making Selections

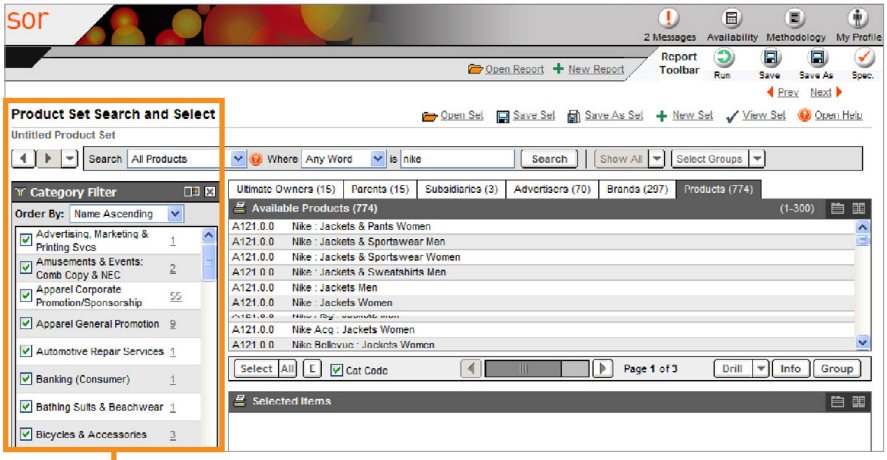
For the most part, the selection process is the same as it was within the old product set. However, you may see a **A** **SELECT** and **B** **REMOVE** button instead of the arrows.




*If you search across levels, your search results will be shown in separate tabs – a different tab for each level. You can click any tab to make selections.*

## 2. Filtering Search Results

If your product search returned too many results, you can further filter your search results to show only Products within specific categories.To open your filter, click on the **FILTER** tab. Then uncheck or check categories as desired and click the **APPLY FILTER** button. This will update your available list.




**Category Filter**
The number next to each category shows how many Product results are in that Category; click on it to limit list to only those products. You can re-order the categories shown using the dropdown. Note that the filter icon is only available when you are viewing Products.

## 4B) Additional New Functionality

### Views

**VIEW** icons allow you to change the layout of the Product Set page. These icons are located at the top right corner of the Available and Selected boxes. There are three options available:

**Stacked View:** Boxes are displayed vertically, which allows for long names to be shown without scrolling. This is the default.

**Side-by-Side View:** Boxes are displayed horizontally.

**Tabbed View:** Selected and Available Lists are separated. Only one box is shown at any time, so you can see more search results at once.

Once you switch your view, it will remain in that view until you change it again.

### Product Set History Button

The **HISTORY** button stores all of your searches. Use back, forward or the down arrow to navigate previous results.

### User Preferences

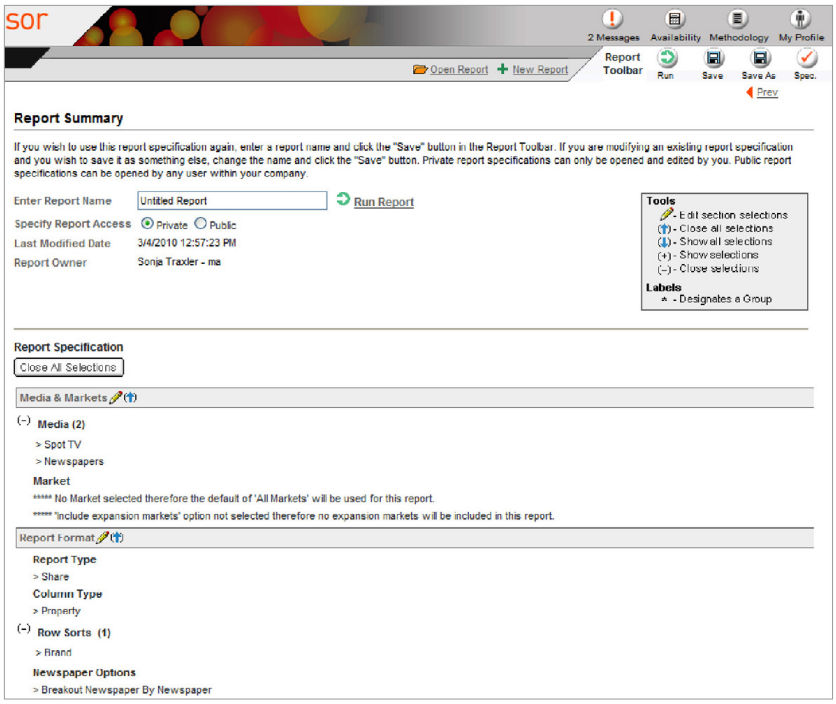
Choose how you want to use the new Product Set step. Click the **My profile** button to set up your personalized options for searching, selecting, and viewing.

### Pager

There are two new ways to navigate your search results pages: Slide the pager between pages or click the “abc...” button (not shown when category code is displayed) to jump by first letter or number.

## 5) Summary

It's a good idea to give your report a specific name, but you can leave the report untitled if you like. Either way, glance over the summary of what you've selected. If everything looks good, click "Run Report."

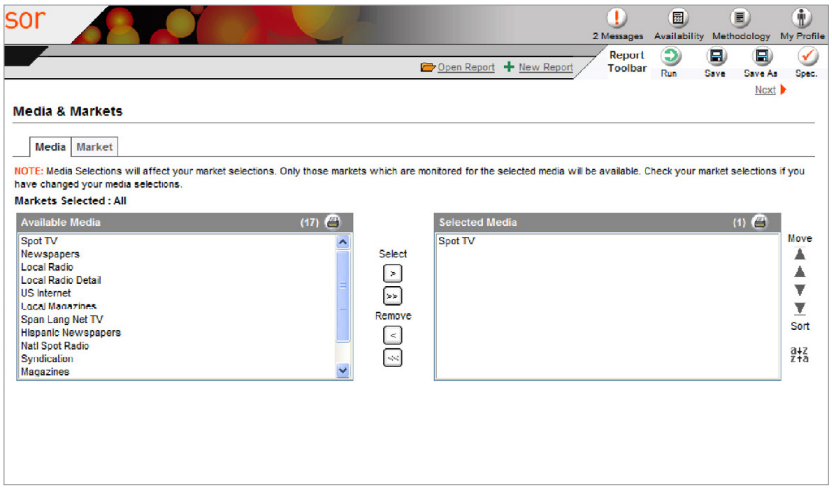

sor
2 Messages
Availability
Methodology
My Profile
Open Report
New Report
Report Toolbar
Run
Save
Save As
Spec.
Prev
Report Summary
If you wish to use this report specification again, enter a report name and click the "Save" button in the Report Toolbar. If you are modifying an existing report specification and you wish to save it as something else, change the name and click the "Save" button. Private report specifications can only be opened and edited by you. Public report specifications can be opened by any user within your company.
Enter Report Name
Untitled Report
Run Report
Specify Report Access
Private
Public
Last Modified Date
3/4/2010 12:57:23 PM
Report Owner
Sonja Traxler - ma
Tools
- Edit section selections
- Close all selections
- Show all selections
(+) - Show selections
(–) - Close selections
Labels
- Designates a Group
Report Specification
Close All Selections
Media & Markets
(–) Media (2)
> Spot TV
> Newspapers
Market
***** No Market selected therefore the default of 'All Markets' will be used for this report.
***** "Include expansion markets" option not selected therefore no expansion markets will be included in this report.
Report Format
Report Type
> Share
Column Type
> Property
(–) Row Sorts (1)
> Brand
Newspaper Options
> Breakout Newspaper By Newspaper

# Exclusive (Zero Share) Report

This report shows you who didn't include you in their media buy. Start a new report by clicking "Create" on the left side of the homepage.

## 1) Media/Market

Select the media and markets you want to analyze. Note that if you only subscribe to one medium and market, you won't see this tab.

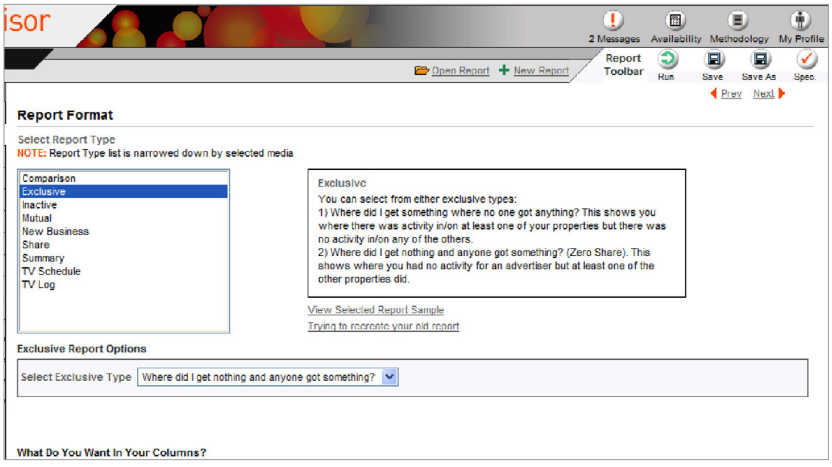



## 2) Report Format

a) Select "Exclusive" in the report type list.

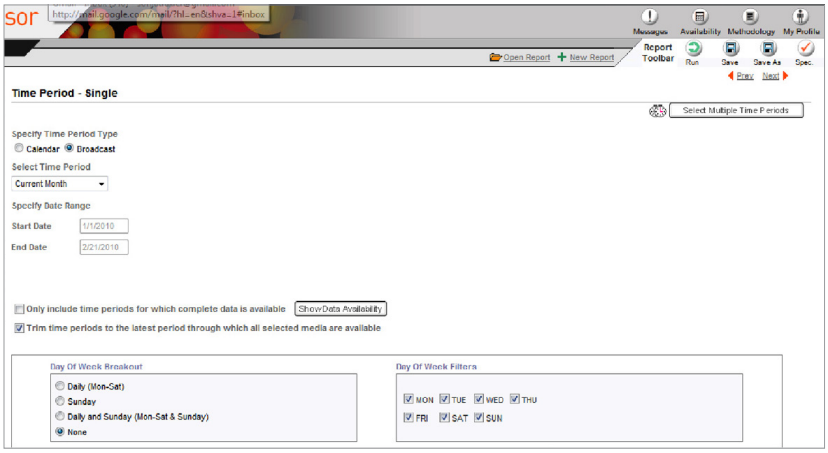
b) Go with the default of "Where did I get nothing and any one got something?"

c) If you'd like to see brands, go with the default of "Brand" in your rows.
If you'd like to see product, switch to "Products."


isor
2 Messages
Availability
Methodology
My Profile
Open Report
New Report
Report Toolbar
Run
Save
Save As
Spec.
Prev
Next
Report Format
Select Report Type
NOTE: Report Type list is narrowed down by selected media
Comparison
Exclusive
Inactive
Mutual
New Business
Share
Summary
TV Schedule
TV Log
Exclusive
You can select from either exclusive types:
1) Where did I get something where no one got anything? This shows you where there was activity in/on at least one of your properties but there was no activity in/on any of the others.
2) Where did I get nothing and anyone got something? (Zero Share). This shows where you had no activity for an advertiser but at least one of the other properties did.
View Selected Report Sample
Trying to recreate your old report
Exclusive Report Options
Select Exclusive Type
Where did I get nothing and anyone got something?
What Do You Want In Your Columns?

## 3) Time Period

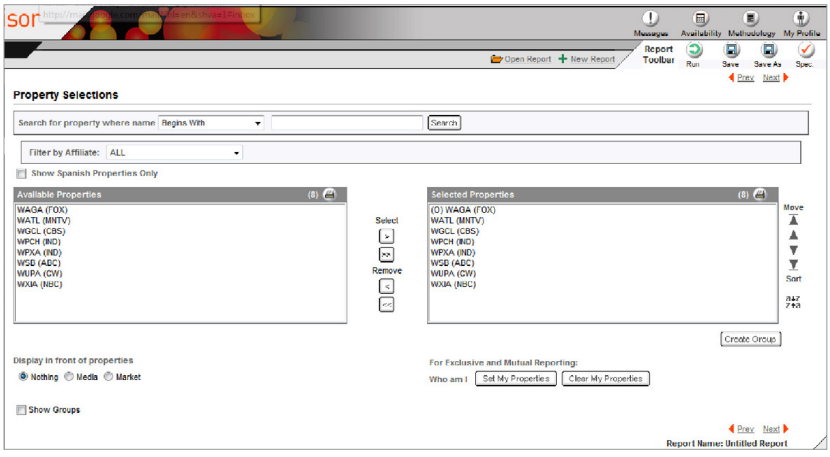
If you want your most current month of data, skip this tab. If you want any other date range, visit this tab to specify.




*For further help with this step, refer to "How to Select Time Periods" on page 30 in this manual.*

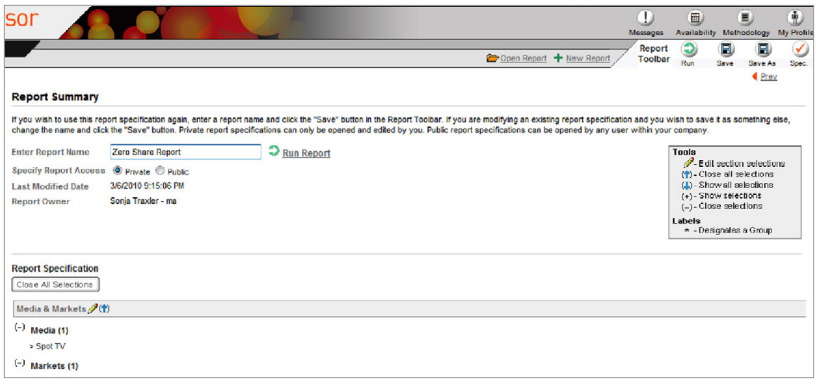
## 4) Properties

Send over all the stations, papers, etc. (whatever applies to you). Highlight yourself in the list. Click "Set My Properties" and make sure you then see an "(O)" in front of yourself in the list. In My Profile, you can select who you are so that your station, paper, etc is always the default.



## 5) Summary

It's a good idea to give your report a specific name, but you can leave the report untitled if you like. Either way, glance over the summary of what you've selected. If everything looks good, click "Run Report."


sor
Messages
Availability
Methodology
My Profile
Open Report
New Report
Report Toolbar
Run
Save
Save As
Prev
Report Summary
If you wish to use this report specification again, enter a report name and click the "Save" button in the Report Toolbar. If you are modifying an existing report specification and you wish to save it as something else, change the name and click the "Save" button. Private report specifications can only be opened and edited by you. Public report specifications can be opened by any user within your company.
Enter Report Name
Zero Share Report
Run Report
Specify Report Access
Private
Public
Last Modified Date
3/6/2010 9:15:06 PM
Report Owner
Sonja Traxler - ma
Tools
- Edit section selections
- Close all selections
- Show all selections
(+) - Show selections
(–) - Close selections
Labels
- Designates a Group
Report Specification
Close All Selections
Media & Markets
(–) Media (1)
> Spot TV
(–) Markets (1)

# The Schedule Reports (Television or Newspaper)

Schedule reports show the detail for each occurrence. Start a new report by clicking “Create” on the left side of the homepage.

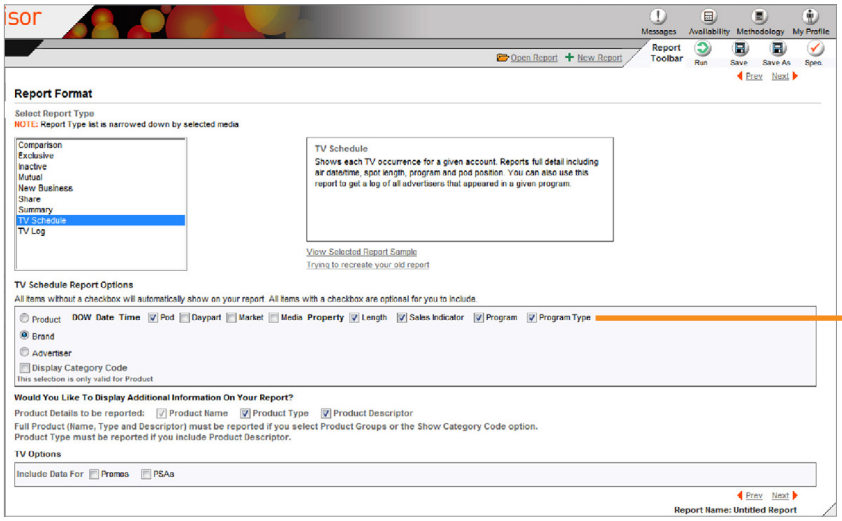
## 1) Media/Market

You won’t have a media tab if you only subscribe to one media or a market tab if you only subscribe to one market. If running a TV schedule, specify TV and the market(s) you want to see on your report. If you are running a Newspaper schedule, specify Newspaper and the market(s) you want to see on your report.

## 2) Report Format

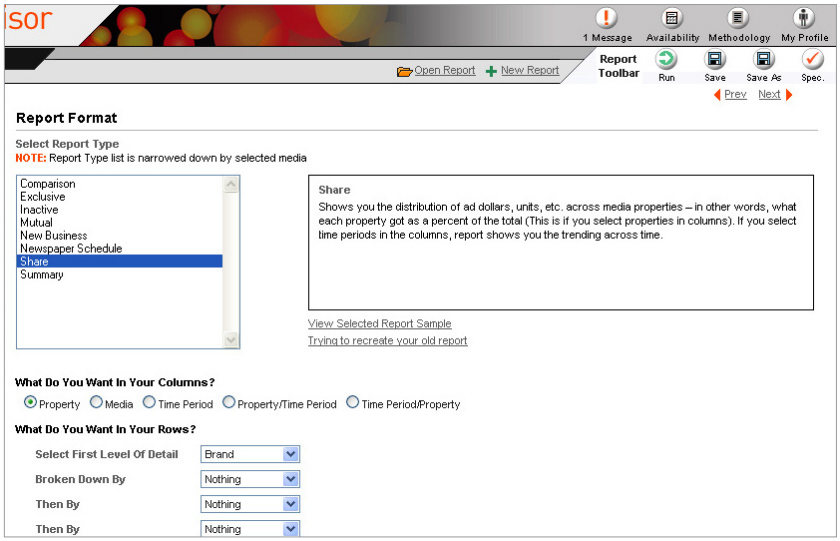
a) Select “Television Schedule” or “Newspaper Schedule” in the report type list.

b) If you’d like the schedule by brand, go with the default of “Brand.” Switch to “Product” if you prefer it that way.




The **TV Schedule** shows each TV occurrence for a given account including air date/time, spot length, program and pod position.

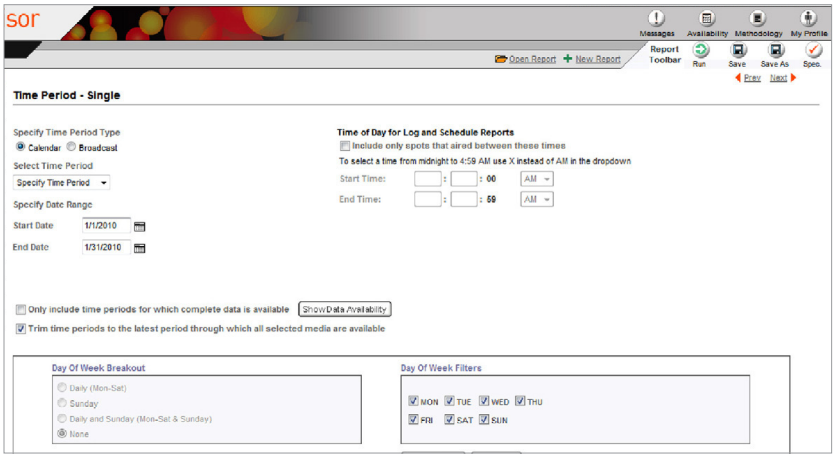
Items that are checked are optional.




The **Newspaper Schedule** shows each newspaper occurrence for a given brand including run date, page number, zone and section.

## 3) Time Period

If you want your most current month of data, skip this tab. If you want any other date range including narrowing down to a time of day, visit this tab to specify.

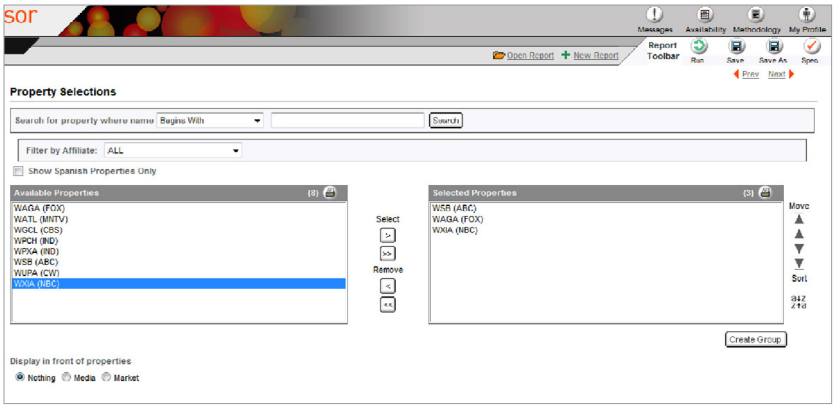



*For further help with this step, refer to "How to Select Time Periods" on page 30 in this manual.*

## 4) Properties

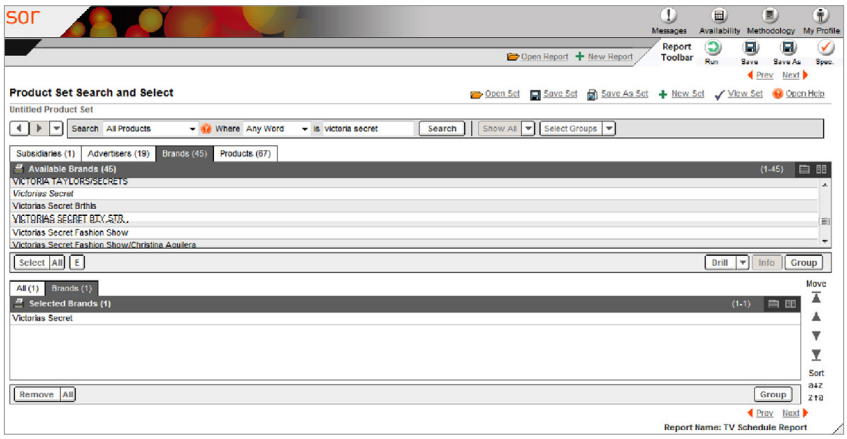
If you want all stations or if you want all newspapers, skip this tab. If you need to limit your report to specific stations or specific newspapers*, select them on this tab.

* If you only want the schedule from particular zones or sections, choose either zone or section breakout on Report Format. Your Properties tab will then show the corresponding zones or sections for you to choose from.



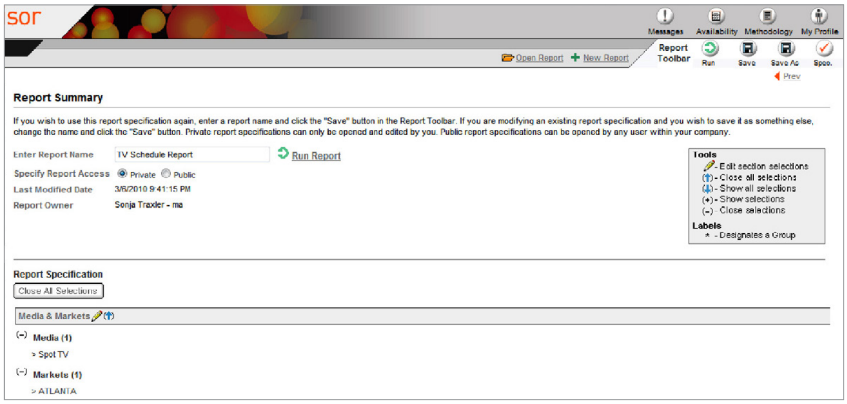
## 5) Product Sets

Search for the products (or brands, advertisers, etc.) that you would like to see in your TV or Newspaper Schedule report. Then, highlight them and add by clicking “Select” (or “All” if you would like to add all search results).




## 6) Summary

It’s a good idea to give your report a specific name, but you can leave the report untitled if you like. Either way, glance over the summary of what you’ve selected. If everything looks good, click “Run Report.”


sor
Messages
Availability
Methodology
My Profile
Report Toolbar
Open Report
New Report
Run
Save
Save As
Prev
Report Summary
If you wish to use this report specification again, enter a report name and click the "Save" button in the Report Toolbar. If you are modifying an existing report specification and you wish to save it as something else, change the name and click the "Save" button. Private report specifications can only be opened and edited by you. Public report specifications can be opened by any user within your company.
Enter Report Name
TV Schedule Report
Run Report
Specify Report Access
Private
Public
Last Modified Date
3/5/2010 9:41:15 PM
Report Owner
Sonja Traxler - ma
Tools
- Edit section selections
- Close all selections
- Show all selections
- Show selections
- Close selections
Labels
* - Designates a Group
Report Specification
Close All Selections
Media & Markets
Media (1)
> Spot TV
Markets (1)
> ATLANTA

# Comparison Report

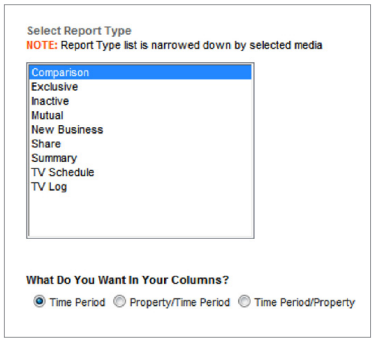
This report compares occurrence data from one time period to another. It allows you to see if advertising increased or decreased from one period to another. Start a new report by clicking “Create” on the left side of the homepage.

## 1) Media/Market

Select the media and markets you want to analyze. Note that if you only subscribe to one medium and market, you won’t see this tab.

## 2) Report Format

Select “Comparison” in the report type list.




## 3) Time Period

a) Enter in both time periods you want to compare. The time periods will default to current month and the previous month.

b) First select main time period. (The time period on the left hand side.) Current month, Current quarter, etc. are dynamic time periods that will change with data availability. These are good for reports that will be rerun regularly. Specify time period uses a static time period that will not change.

c) Next, select comparison time period. (The time period on the right hand side.) From the drop down menu, your options are previous period, same period last year, or specify time period.

## 4) Properties

Skip this tab if you want all stations, papers, etc. If you need to limit your report to specific properties, select them on this tab.

## 5) Summary

It’s a good idea to give your report a specific name, but you can leave the report untitled if you like. Either way, glance over the summary of what you’ve selected. If everything looks good, click “Run Report.”

# New Business Report

A great prospecting report, this shows brands new to the marketplace and/or brands that resurfaced after a period of inactivity. Since brands can be comprised of multiple products, it's often a good idea to run this at the brand level rather than product. Start a new report by clicking "Create" on the left side of the homepage.

*Interested in what accounts were new business for your competitor? Consider limiting your report to that competitor on the Properties tab.*

## 1) Media/Market

Select the media and markets you want to analyze. Note that if you only subscribe to one medium and market, you won't see this tab.

## 2) Report Format

Select "New Business" in the report type list.

## 3) Time Period

a) Go with the default of "Current Month" for the first time period. The further back you go in the second time period, the shorter your resulting list of brands will probably be. Remember, we're asking for brands that were active in the current month but not in the previous period we specify. You can go back a few months, a year, etc.

b) Consider getting creative with your time periods. Use this report to see who was active, for example, in Q2 of this year but not Q2 of last year (e.g. which accounts were new to the quarter, and did they buy from you?).

## 4) Summary

It's a good idea to give your report a specific name, but you can leave the report untitled if you like. Either way, glance over the summary of what you've selected. If everything looks good, click "Run Report."

# Inactive Report

This report shows attrition… brands that once were active in the marketplace but dropped off the radar. Since brands can be comprised of multiple products, it's often a good idea to run this at the brand level rather than product. Start a new report by clicking "Create" on the left side of the homepage.

*Interested in what accounts left your competitor? Consider limiting your report to that competitor on the Properties tab.*

## 1) Media/Market

Select the media and markets you want to analyze. Note that if you only subscribe to one medium and market, you won't see this tab.

## 2) Report Format

Select "Inactive" in the report type list.

## 3) Time Period

a) Go with the default of "Current Month" for the first time period. The further back you go in the second time period, the shorter your resulting list of brands will probably be. Remember, we're asking for brands that were active in the prior time period but not in the current month. You can go back a few months, a year, etc.

b) Consider getting creative with your time periods. Use this report to see who was active last year but not during the year-to-date. Use it to show you who was active, for example, in Q4 of last year but not Q4 of this year (e.g. which seasonal accounts didn't come back?).

## 4) Summary

It's a good idea to give your report a specific name, but you can leave the report untitled if you like. Either way, glance over the summary of what you've selected. If everything looks good, click "Run Report."

# Mutual Report

This report shows who advertised with you and your competitor. Start a new report by clicking “Create” on the left side of the homepage.

## 1) Media/Market

Select the media and markets you want to analyze. Note that if you only subscribe to one medium and market, you won’t see this tab.

## 2) Report Format

Select “Mutual” in the report type list.

## 3) Time Period

If you want your most current month of data, skip this tab. If you want any other date range, visit this tab to specify.

## 4) Properties

Skip this tab if you want all stations, papers, etc. If you need to limit your report to specific properties, select them on this tab.

## 5) Summary

It’s a good idea to give your report a specific name, but you can leave the report untitled if you like. Either way, glance over the summary of what you’ve selected. If everything looks good, click “Run Report.”

# Summary Report

This report summarizes data at a high level with measures in the columns. Start a new report by clicking “Create” on the left side of the homepage.

## 1) Media/Market

Select the media and markets you want to analyze. Note that if you only subscribe to one medium and market, you won’t see this tab.

## 2) Report Format

Select “Summary” in the report type list. There will be no column option for this report.

## 3) Time Period

If you want your most current month of data, skip this tab. If you want any other date range, visit this tab to specify.

## 4) Properties

Skip this tab if you want all stations, papers, etc. If you need to limit your report to specific properties, select them on this tab.

## 5) Summary

It’s a good idea to give your report a specific name, but you can leave the report untitled if you like. Either way, glance over the summary of what you’ve selected. If everything looks good, click “Run Report.”

# TV Log Report

This report shows each TV occurrence for any station/network on any given day in chronological order. Similar to the TV Schedule, this report shows you full detail. Start a new report by clicking “Create” on the left side of the homepage. **Due to the format of Schedule and Log reports, property and/or product set selections should be made to limit the size of the report.**

## 1) Media/Market

Select the media and markets you want to analyze. Note that if you only subscribe to one medium and market, you won’t see this tab.

## 2) Report Format

Select “TV Log” in the report type list.

## 3) Time Period

If you want your most current month of data, skip this tab. If you want any other date range including narrowing down to a time of day, visit this tab to specify.

## 4) Properties

Skip this tab if you want all stations, papers, etc. If you need to limit your report to specific properties, select them on this tab.

## 5) Summary

It’s a good idea to give your report a specific name, but you can leave the report untitled if you like. Either way, glance over the summary of what you’ve selected. If everything looks good, click “Run Report.”

# Local Radio Schedule Report

This report shows each Local Radio commercial occurrence including market, station, and station format. Start a new report by clicking “Create” on the left side of the homepage. **Due to the format of Schedule and Log reports, property and/or product set selections should be made to limit the size of the report.**

## 1) Media/Market

Select Local Radio Detail. Note that if you do not subscribe to this medium, you will not have this as an option.

## 2) Report Format

Select “Local Radio Detail Schedule” in the report type list.

## 3) Time Period

If you want your most current month of data, skip this tab. If you want any other date range including narrowing down to a time of day, visit this tab to specify.

## 4) Properties

Skip this tab if you want all stations. If you need to limit your report to specific properties, select them on this tab.

## 5) Summary

It’s a good idea to give your report a specific name, but you can leave the report untitled if you like. Either way, glance over the summary of what you’ve selected. If everything looks good, click “Run Report.”

# How to Create Custom Dayparts

Creating Custom Dayparts is available in the Maintenance section of the MarketAdvisor Application. To access, click the "Maintenance" link at the left side of the page. Click "Daypart Sets" and then click the "Custom" tab. You can also get there from the Daypart Selection page. Click the "New Daypart Set" link and then click the "Custom" tab.

## STEP 1

Select the stations/networks to which you'd like your custom daypart to apply. Move them from "Available Items" to "Selected Items" (left to right).

**a)** Note: If you subscribe to more than one market and/or medium, you may use the "Select Media/Market/Affiliate" filters to narrow the "Available" list. Click the "Refresh" button to make any changes take effect. Add the items to use for the custom daypart to the 'Selected List'.

## STEP 2

Select the days of the week to which you'd like your custom daypart to apply. For example, you may want your first custom daypart to apply to Mon-Fri and a second to apply to Sat-Sun.

## STEP 3

Specify the start and end times for your custom daypart. Each field must have valid times down to the minute or you will be prompted to change them.

**a)** Special Note: Monitoring of Spot TV is from 5:00 AM – 2:00 AM (21 hours per day). There is no reportable activity for the three hours between 2:00 AM and 5:00 AM. Monitoring of Cable, Network and Spanish Language Network TV is 24 hrs/day.

**b)** To select a time after 11:59 PM use the "x" option. For example 11:35 PM to 12:35 x.

## STEP 4

If your daypart only contains one component, click the ">" button to create it. For example, you may want the same span of time to apply to all the stations in the market.

If you need to create another daypart or are finished, proceed to Step 8. If you need to add another component within the same daypart, proceed to Step 6.

If you have created your first component and would like to add another, click the "v" button to complete the first one. Repeat Steps 1 to 4 for any remaining components. Why would you want to do this? See a-b, below.

**a)** You may specify different spans of time for different stations/networks within the same daypart. To use an example from Spot TV, this is useful if each station in the market has a different air time for their 6:00 PM news (5:58 – 6:29, 5:59 – 6:30, 6:00 – 6:29, etc.), but to you, it's all the same thing.

**b)** For practical reasons, you may not overlap times for the same station within the same daypart. MarketAdvisor will prevent this if you attempt to do so. Once you have created all the daypart components you need, click "Create Daypart" in order to save your work. You will be asked to name the daypart. In our example from 6a, you might enter "6:00 PM News." *NOTE: Daypart components are not saved. Once they are removed from the Current Daypart Component box they are gone.*

A Daypart Set is a collection of individual dayparts. It must contain at least one daypart. You will see the working list in the upper right of the screen. If you have added one custom daypart and would like to add more to your set, simply repeat steps 2-7 of this document until you have all the custom dayparts you need. When you are finished, click "Save Daypart Set" above the "Selected Dayparts" box. You will be asked to name your set. Give it a meaningful name so you can find it easily when running reports.

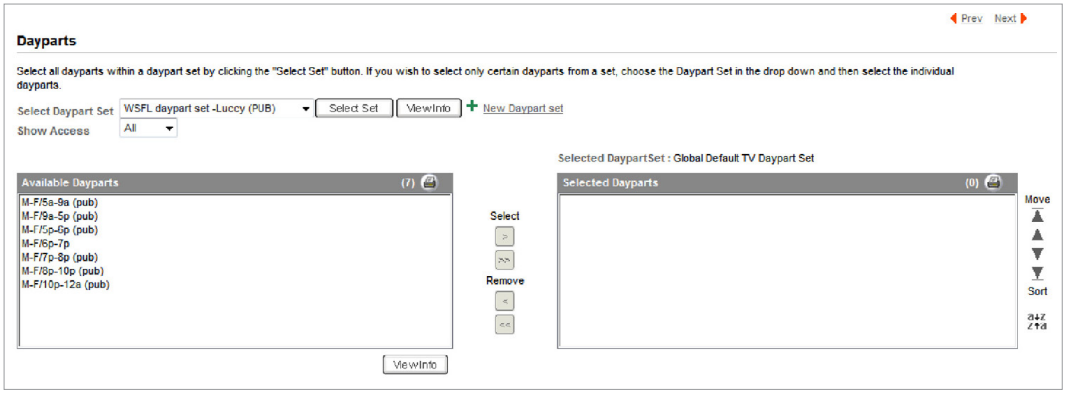
**a)** You may also select existing custom dayparts from the Available Custom Dayparts box to add to your set.

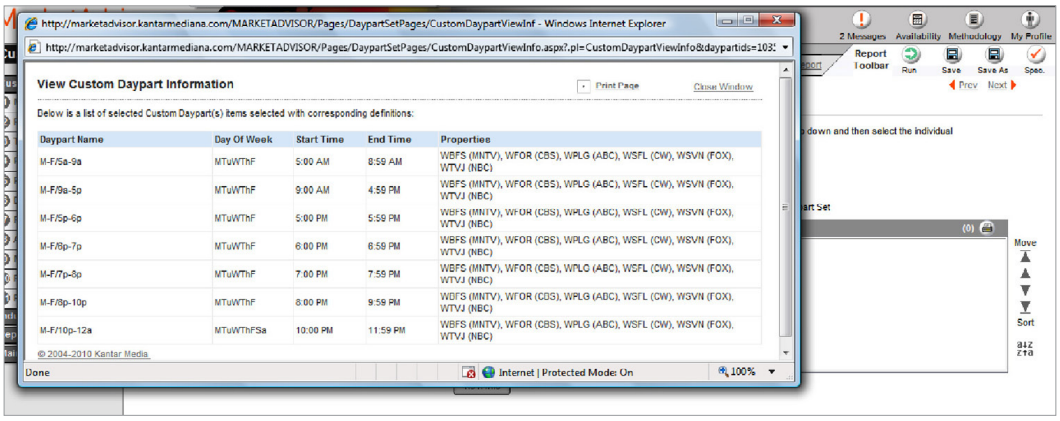
If you'd like to use your custom dayparts on any given report, select them on the Dayparts report step.

# How to Select Dayparts

When selecting a custom daypart set for your report, use the drop down menu to select your daypart set. Next click on Select set. If you want to use all the dayparts in that custom daypart set, it will default to all. To narrow your report to one or more of the dayparts in that set, bring over the daypart(s) you need to the right hand side into Selected Daypart box.

Click on view info to see the daypart names for the daypart definitions for the daypart set.





http://marketadvisor.kantarmediana.com/MARKETADVISOR/Pages/DaypartSetPages/CustomDaypartViewInf - Windows Internet Explorer
View Custom Daypart Information
Print Page
Close Window
Below is a list of selected Custom Daypart(s) items selected with corresponding definitions:
Daypart Name
Day Of Week
Start Time
End Time
Properties
M-F/5a-9a MTuWThF 5:00 AM 8:59 AM WBFS (MNTV), WFOR (CBS), WPLG (ABC), WSFL (CW), WSVN (FOX), WTVJ (NBC)
M-F/9a-5p MTuWThF 9:00 AM 4:59 PM WBFS (MNTV), WFOR (CBS), WPLG (ABC), WSFL (CW), WSVN (FOX), WTVJ (NBC)
M-F/5p-6p MTuWThF 5:00 PM 5:59 PM WBFS (MNTV), WFOR (CBS), WPLG (ABC), WSFL (CW), WSVN (FOX), WTVJ (NBC)
M-F/6p-7p MTuWThF 6:00 PM 6:59 PM WBFS (MNTV), WFOR (CBS), WPLG (ABC), WSFL (CW), WSVN (FOX), WTVJ (NBC)
M-F/7p-8p MTuWThF 7:00 PM 7:59 PM WBFS (MNTV), WFOR (CBS), WPLG (ABC), WSFL (CW), WSVN (FOX), WTVJ (NBC)
M-F/8p-10p MTuWThF 8:00 PM 9:59 PM WBFS (MNTV), WFOR (CBS), WPLG (ABC), WSFL (CW), WSVN (FOX), WTVJ (NBC)
M-F/10p-12a MTuWThFSa 10:00 PM 11:59 PM WBFS (MNTV), WFOR (CBS), WPLG (ABC), WSFL (CW), WSVN (FOX), WTVJ (NBC)
© 2004-2010 Kantar Media
Done
Internet | Protected Mode: On
100%
Report Toolbar
Run
Save
Save As
Move
Sort

# How to Set Up and Make Sales Office/Salesperson Assignments

Before we begin, a little background…each Salesperson is associated with a Sales Office, which is simply a group of Salespeople. You may add Salespeople to the default "Unassigned" Sales Office, but it is often better to create Sales Offices of your own. For example, you might create an office called "Local Sales Team" and place all your local Salespeople there. This allows you to run reports on the individual Salespeople and/or the team as a whole. The procedures described here are nearly identical to those necessary to set up/make Sales Indicator and Custom Attribute assignments.

## To set up a new Sales Office:

1. Click "Maintenance" then "Assignments – Setup."
2. Click "Create New Sales Office" and enter a name of your choice.
3. If you already have created salespeople, they will be listed on this page. You may add them to this new sales office or leave it empty for now. Either way, click "Save Sales Office" in the upper right to finish.

## To set up a new Salesperson:

1. Click "Maintenance" then "Assignments – Setup."
2. Click "Create New Salesperson"
3. Enter the full name and initials of the Salesperson.
4. Choose the Sales Office where the Salesperson should be placed.
5. If the Salesperson has an existing MarketAdvisor username, you may specify this as well.
   This field is optional and may be left as "Unassigned.")
6. Click "Save."

## To assign products to a Salesperson (or change existing assignments to a different Salesperson):

1. Click "Maintenance" then "Assignments – Make."
2. Select assignment type: Salesperson
3. Select assignment: specify desired Salesperson.
4. Assignments may only be made at the product level. Send all products to be assigned to the selected salesperson to the "Selected Products" box.
   a. To assign an entire Category, Parent, Advertiser (or products for any available level) to the selected Salesperson, simply highlight it and click the ">" or "Select" button. All the products within the selected Category/Parent/Subsidiary etc. are now in the "Selected Products" box.

*NOTE: To cherry-pick items, search and select them as you would on the Product Set page. Functions include changing the layout of the boxes, drilling to different levels of data, and searching products based on the first appear date.*

5. Once all desired products are added, click "Save Changes" at the top right, then "OK" to confirm.
   a. If any of the selected products are already assigned to another Salesperson, you will be asked to confirm or discard the changes.
6. If done correctly, "Accounts Saved Successfully" will appear under the "Make Assignment" header.

## To remove products from a Salesperson without assigning them to a new Salesperson:

1. Click "Maintenance" then "Assignments – Make."
2. Select assignment type: Salesperson.
3. Select assignment: specify desired Salesperson. Any products currently assigned to said Salesperson will be displayed in the "Selected Products" box.
4. Remove any or all desired products from the "Selected Products" box.
   a. The list of assigned products is shown in increments of 300. Highlighting the first 300 and clicking the "<" or "Remove" button removes only those 300. To remove all products in a list that exceeds 300, click the "<<" or "Remove All" button. This removes all assignments from the selected Salesperson.
5. Click "Save Changes."

## To delete a Salesperson:

1. Click "Maintenance" then "Assignments – Setup."
2. Click the red "X" next to the Salesperson to be deleted.
3. Select whether to delete the assignments made to this Salesperson or transfer them to another Salesperson.
4. Click "Save."

# How to Create Groups

## 1. Groups save time.

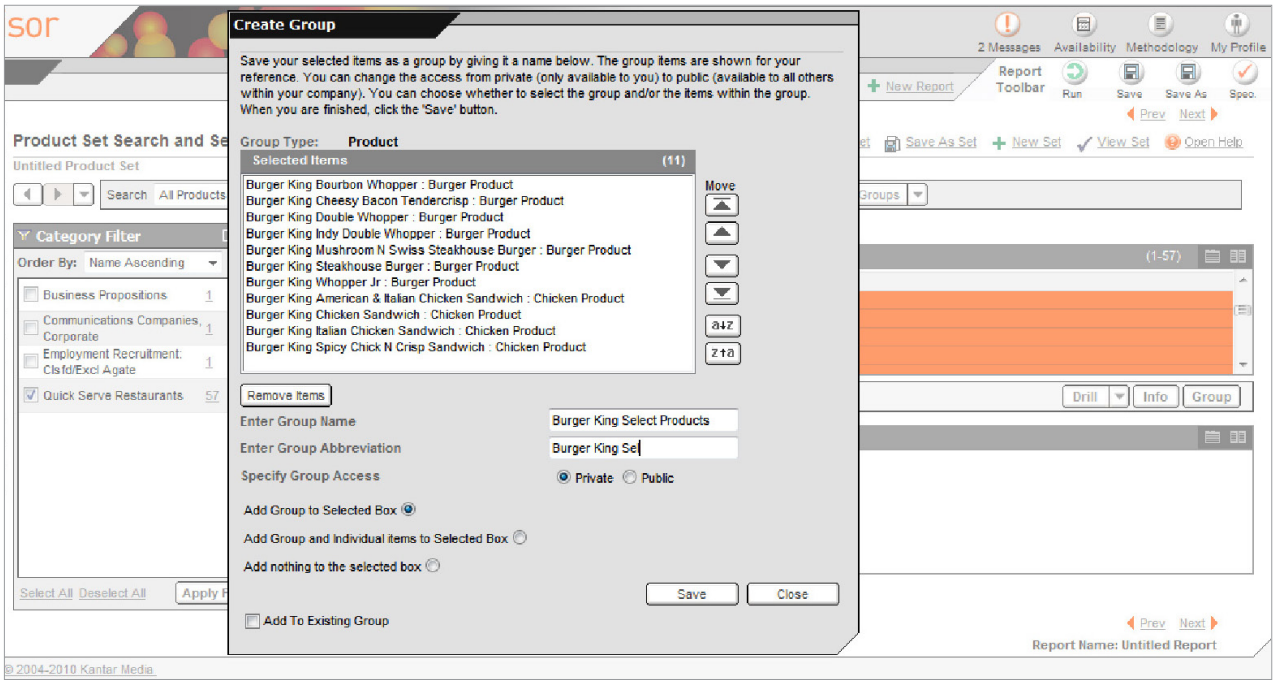
- Maybe you regularly look at the same 30 products. Instead of searching and selecting all 30 every time you run a report, create a group. Then all you'll have to do next time is select the contents of your group.

- Maybe you like to see the stations in the market in a specific order on all reports. Instead of reordering the stations every time you run a report, create a group that contains the stations in the preferred order.

## 2. Groups collapse information.

- Maybe there are three products that, for your purposes, are the same thing. Creating a group allows you too see the activity for all three represented as one line item on your finished report. Use the "Add Group" button to do so.

Let's look at the typical steps needed to create a group. While the image below shows a Product Group, keep in mind that you can create groups for pretty much anything – dayparts, parents, categories, subsidiaries, advertisers, brands, programs, program types, markets and properties.


Create Group
Save your selected items as a group by giving it a name below. The group items are shown for your reference. You can change the access from private (only available to you) to public (available to all others within your company). You can choose whether to select the group and/or the items within the group. When you are finished, click the 'Save' button.
Group Type: Product
Selected Items (11)
Burger King Bourbon Whopper : Burger Product
Burger King Cheesy Bacon Tendercrisp : Burger Product
Burger King Double Whopper : Burger Product
Burger King Indy Double Whopper : Burger Product
Burger King Mushroom N Swiss Steakhouse Burger : Burger Product
Burger King Steakhouse Burger : Burger Product
Burger King Whopper Jr : Burger Product
Burger King American & Italian Chicken Sandwich : Chicken Product
Burger King Chicken Sandwich : Chicken Product
Burger King Italian Chicken Sandwich : Chicken Product
Burger King Spicy Chick N Crisp Sandwich : Chicken Product
Move
Remove Items
Enter Group Name
Burger King Select Products
Enter Group Abbreviation
Burger King Sel
Specify Group Access
Private
Public
Add Group to Selected Box
Add Group and Individual items to Selected Box
Add nothing to the selected box
Save
Close
Add To Existing Group
Product Set Search and Se
Untitled Product Set
Search
All Products
Category Filter
Order By:
Name Ascending
Business Propositions
Communications Companies, Corporate
Employment Recruitment: Clsfd/Excl Agate
Quick Serve Restaurants
Select All
Deselect All
2 Messages
Availability
Methodology
My Profile
Report Toolbar
Run
Save
Save As
New Report
Save As Set
New Set
View Set
Open Help
Drill
Info
Group
Prev
Next
Report Name: Untitled Report
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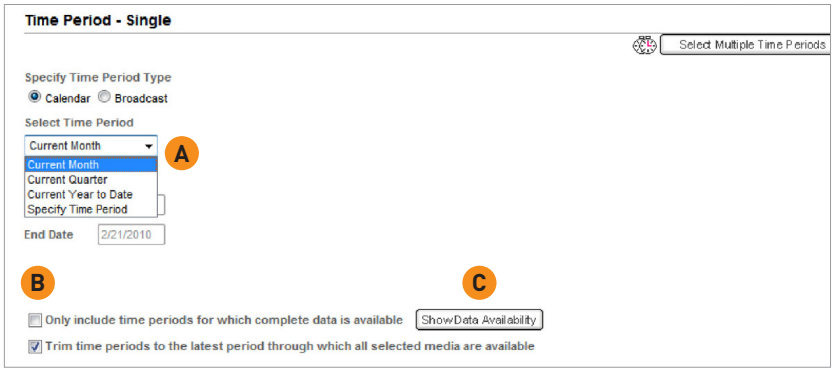
# How to Select Time Periods

Depending on the report type, MarketAdvisor allows you to choose a single time period or multiple time periods. If you want to see the activity for, say, 2003, use the screen you see below. If you want to see the activity for 2003 by month, you'll need to click Select Multiple Time Periods (upper right hand corner) to select those months individually. Keep in mind that some reports require two time periods, such as New Business. In such cases, Time Periods - Comparison would be the default screen.




A. MarketAdvisor allows you to specify Static or Dynamic time periods. Note that you have the option to run reports based on the broadcast calendar.
   i. Static implies a date range that will not change as data is updated. Use "Specify Time Period" to set the beginning and end dates of a static time period.
   ii. Dynamic time periods change depending on when you run the report. For example, if you choose the dynamic time period of "Current Month," MarketAdvisor will return the latest month available for your media selections (let's say that's March). Next month after the April data is loaded, all you need to do is simply click "Run" on your existing report to retrieve the most recent data. The dynamic time period will automatically update.

B. **Include only time periods for which complete data is available:** This option can dramatically affect your report results. If you have selected media that are only available for part of the time period(s) you selected, use this option to have MarketAdvisor return the partial data. For example, if you ask for Spot TV for the current (latest available) month, but only the first two weeks are available, you can uncheck this box to report only those two weeks. If you check this box (the default) it won't give you those most recent two weeks, but rather will report the prior month in full. Trim time periods to the latest period through which all selected media are available: This option only applies if you subscribe to multiple media and are including more than one on your report. Since each medium might have different availability, this option will let you look only at time periods where all media were available.

C. **At any time, you can click here to open the data availability screen** in a separate window. You can then refer back and forth between it and the Time Periods screen to make sure you are making the most efficient selections.

# MarketAdvisor
# Measures & Calculations Explanations

## Measures

**1. $ - Expenditures:** *Expenditures* are the dollars attributed to the given amount of advertising. Expenditures do not take into account volume discounts or sales commissions. Expenditures are “Gross” dollars.

**2. # - Units:** *Units* are simply the number of advertisements placed. There is no weighting (based on spot length, size, etc.) at all. Units are also called “placements”.

**3. Inches:** *Measure of newspaper ad size.*

**4. Weighted Inches:** *Part run inches weighted by zone circulation.*

**5. Avg 30#:** *Average 30 Second Units.* Average 30 Second Units are calculated by dividing the total Seconds within the report by 30. Generally this will give 1/2 the value to a 15 second spot, 2X the value for a 60 second spot and so on.

**6. Avg 30$:** *Average 30 Second Expenditures.* Average 30 Second Dollars are calculated by dividing Expenditures by Average 30 Second Units. This will average the expenditures to a 30 second rate.

**7. Seconds:** *Total Seconds* of advertising within television.

**8. IMPs:** *Impressions* are a ratings measure and will only be seen by those subscribing to either Nielsen or MRI ratings. Impressions are raw numbers of people who saw a given ad.

**9. GRPs:** *Gross Ratings Points* weight Impressions by population. Within magazines this is somewhat irrelevant as the Total US population is used for all GRP calculations. GRPs are not added across markets within television as the population of the different markets varies. Keep in mind that MarketAdvisor only shows the user the first digit after the decimal point for GRPs.

**10. CPP:** *Cost per Rating Point.* CPP are generated by dividing the Expenditures by GRPs. Keep in mind that MarketAdvisor only shows the user the first digit after the decimal point for GRPs. Therefore the CPP reported will be more accurate than deriving it from the GRP measure by hand. This gives you a measure of the efficiency of the media buy.

**11. CPM:** *Cost per Thousand Impressions.* CPMs are generated by dividing Expenditures by (Impressions x 1,000). Therefore to verify that the calculation is correct it will not be necessary to multiply Impressions by 1,000 except on schedule reports.

**12. IMPE:** *30 Second Equivalized Impressions.* These are calculated by dividing the spot length by 30 and then multiplying the Impressions for each spot by the given factor. This equivalizes the Impressions for the given spot to a 30 second rate. These are then added for the given report to get a total. IMPE for a 60 second spot should be twice the Impressions and IMPE for 15 second spot should be 1/2 the Impressions.

## Calculations

**1. % Across:** *Percent Across* compares the numbers within the column to the total for the report for the given measure across all columns as a percentage. This gives the percentage of the total that the given column brands for the selected measure.

**2. % Down:** *Percent Down* compares the numbers within the row to the subtotal for the report for the given measure. This gives the percentage of the subtotal that the given row accounts for the selected measure. For example if sorting by Parent then Brand, % Down on expenditures would show the expenditures as a percentage within each parent for the brand.

**3. % Down Grand Total:** *Percent Down* compares the numbers within the row to the total for the report for the given measure. This gives the percentage of the total that the given row accounts for the selected measure.

**4. Difference:** *Difference* shows the difference between the given column and the base column* as a pure numeric difference.

**5. Difference %:** *Difference Percent* shows the percent difference between the given column and the base column* as a percentage.

**6. Gain/Loss:** *Gain/Loss* shows the change from time period to time period as a pure numeric difference. Note that base column selection is not necessary due to the fact that growth will always compare a time period to the immediate predecessor. Gain/Loss is only available in the comparison reports.

**7. Gain/Loss %:** *Gain/Loss Percent* shows the percent change from time period to time period as a percentage. Note that base column selection is not necessary due to the fact that growth will always compare a time period to the immediate predecessor. Gain/Loss % is mainly used for comparison reports.

**8. Index:** *Index* divides by the total for a given row and multiplies by 100.

**Base Column: the column designated by the user to calculate differences from. Note that if a base column is not designated (within the time period tab for trend reports, within the applicable column in the Finder for Media Usage) then the Total column will be used.*

Listed in this document for MarketAdvisor are the association between report types, media and measures. The primary goal of the document is to identify the measures and calculations associated by media with the report types. This is updated as of March 23, 2010.

**Indicates system default.*

| Report Type | TV Only No Ratings | TV Only with Ratings | Newspaper Only | Local Radio Only | Internet Only | Local Mag. Only | Outdoor Only | Multimedia |
|---|---|---|---|---|---|---|---|---|
| **Comparison** Measures | *Dollars<br>Units<br>Seconds<br>Avg. 30#<br>Avg. 30$ | *Dollars<br>Units<br>Seconds<br>Avg. 30#<br>Avg. 30$<br>GRPs<br>Impressions<br>CPP<br>CPM | *Dollars<br>Units<br>*Inches<br>Weighted Inches | *Dollars | *Dollars<br>Ad Activity<br><br>Note – *Ad Activity & Dollars cannot be in the same report.* | *Dollars<br>Pages<br>Units | *Dollars | *Dollars Units<br>Units<br><br>Note – *If a media does not have units the field will be Null* |
| **Comparison** Calculations | Down %<br>Down % Grand Total<br>*Gain/Loss<br>*Gain/Loss %<br>Gain/Loss Down %<br>Gain/Loss %<br>Down % | Down %<br>Down % Grand Total<br>*Gain/Loss<br>*Gain/Loss %<br>Gain/Loss Down %<br>Gain/Loss %<br>Down % | Down %<br>Down % Grand Total<br>*Gain/Loss<br>*Gain/Loss %<br>Gain/Loss Down %<br>Gain/Loss %<br>Down % | Down %<br>Down % Grand Total<br>*Gain/Loss<br>*Gain/Loss %<br>Gain/Loss Down %<br>Gain/Loss %<br>Down % | Down %<br>Down % Grand Total<br>*Gain/Loss<br>*Gain/Loss %<br>Gain/Loss Down %<br>Gain/Loss %<br>Down % | Down %<br>Down % Grand Total<br>*Gain/Loss<br>*Gain/Loss %<br>Gain/Loss Down %<br>Gain/Loss %<br>Down % | Down %<br>Down % Grand Total<br>*Gain/Loss<br>*Gain/Loss %<br>Gain/Loss Down %<br>Gain/Loss %<br>Down % | Down %<br>Down % Grand Total<br>*Gain/Loss<br>*Gain/Loss %<br>Gain/Loss Down %<br>Gain/Loss %<br>Down % |
| **Exclusive** Measures | *Dollars<br>Units<br>Seconds<br>Avg. 30#<br>Avg. 30$<br>GRPs | *Dollars<br>Units<br>Seconds<br>Avg. 30#<br>Avg. 30$<br>GRPs<br>Impressions | Dollars<br>Units<br>*Inches<br>Weighted Inches | *Dollars | *Dollars<br>Ad Activity<br><br>Note – *Ad Activity & Dollars cannot be in the same report.* | *Dollars<br>Pages<br>Units | *Dollars | *Dollars<br>Units<br><br>Note – If a media |
| **Exclusive** Calculations | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % |
| **Inactive** Measures | *Dollars<br>Units<br>Seconds<br>Avg. 30#<br>Avg. 30$ | *Dollars<br>Units<br>Seconds<br>Avg. 30#<br>Avg. 30$<br>GRPs<br>Impressions<br>CPP<br>CPM | Dollars<br>Units<br>*Inches<br>Weighted Inches | *Dollars | *Dollars<br>Ad Activity<br><br>Note – *Ad Activity & Dollars cannot be in the same report.* | *Dollars<br>Pages<br>Units | *Dollars | *Dollars<br>Units<br><br>Note – *If a media does not have units the field will be Null* |

| Report Type | TV Only<br>No Ratings | TV Only<br>with Ratings | Newspaper Only | Local Radio Only | Internet Only | Local Mag. Only | Outdoor Only | Multimedia |
|---|---|---|---|---|---|---|---|---|
| **Inactive**<br>Calculations | Down %<br>Down % Grand Total | Down %<br>Down % Grand Total | Down %<br>Down % Grand Total | *Down %<br>Down % Grand Total | Down %<br>Down % Grand Total | Down %<br>Down % Grand Total | Down %<br>Down % Grand Total | Down %<br>Down % Grand Total |
| **Mutual**<br>Measures | *Dollars<br>Units<br>Seconds<br>Avg. 30#<br>Avg. 30$ | *Dollars<br>Units<br>Seconds<br>Avg. 30#<br>Avg. 30$<br>GRPs<br>Impressions<br>CPP<br>CPM | *Dollars<br>Units<br>*Inches<br>Weighted Inches | *Dollars | *Dollars<br>Ad Activity<br><br>Note – *Ad Activity & Dollars cannot be in the same report.* | *Dollars<br>Pages<br>Units | *Dollars | *Dollars<br>Units<br><br>Note – *If a media does not have units the field will be Null* |
| **Mutual**<br>Calculations | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % |
| **New Business**<br>Measures | *Dollars<br>Units<br>Seconds<br>Avg. 30#<br>Avg. 30$<br>GRPs | *Dollars<br>Units<br>Seconds<br>Avg. 30#<br>Avg. 30$<br>GRPs<br>Impressions<br>CPP<br>CPM | Dollars<br>Units<br>*Inches<br>Weighted Inches | *Dollars | *Dollars<br>Ad Activity<br><br>Note – *Ad Activity & Dollars cannot be in the same report.* | *Dollars<br>Pages<br>Units | *Dollars | *Dollars<br>Units<br><br>Note – *If a media does not have units the field will be Null* |
| **New Business**<br>Calculations<br>TotalAcross % | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % | Down %<br>Down % Grand Total<br>Across % |
| **Share**<br>Measures | *Dollars<br>Units<br>Seconds<br>Avg. 30#<br>Avg. 30$ | *Dollars<br>Units<br>Seconds<br>Avg. 30#<br>Avg. 30$<br>GRPs<br>Impressions<br>CPP<br>CPM | Dollars<br>Units<br>*Inches<br>Weighted Inches | *Dollars | *Dollars<br>Ad Activity<br><br>Note – *Ad Activity & Dollars cannot be in the same report.* | *Dollars<br>Pages<br>Units | *Dollars | *Dollars<br>Units<br><br>Note – *If a media does not have units the field will be Null* |

| Report Type | TV Only No Ratings | TV Only with Ratings | Newspaper Only | Local Radio Only | Internet Only | Local Mag. Only | Outdoor Only | Multimedia |
|---|---|---|---|---|---|---|---|---|
| **Share**<br>Calculations<br><br>Time in Col | Down %<br>Down % Grand Total<br>Across %<br>Growth %<br> | Down %<br>Down % Grand Total<br>Across %<br>Growth %<br> | Down %<br>Down % Grand Total<br>Across %<br>Growth %<br> | *Down %<br>Down % Grand Total<br>Across %<br>Growth %<br> | Down %<br>Down % Grand Total<br>Across %<br>Growth %<br> | Down %<br>Down % Grand Total<br>Across %<br>Growth %<br> | Down %<br>Down % Grand Total<br>Across %<br>Growth %<br> | Down %<br>Down % Grand Total<br>Across %<br>Growth %<br> |
| **Summary**<br>Measures | *Dollars<br>Units<br>Seconds<br>Avg. 30#<br>Avg. 30$ | *Dollars<br>Units<br>Seconds<br>Avg. 30#<br>Avg. 30$<br>GRPs<br>Impressions<br>CPP<br>CPM | *Dollars<br>Units<br>*Inches<br>Weighted Inches | *Dollars | *Dollars<br>Ad Activity<br><br>Note – *Ad Activity & Dollars cannot be in the same report.* | *Dollars<br>Pages<br>Units | *Dollars | *Dollars<br>Units<br><br>Note – *If a media does not have units the field will be Null* |
| **Summary**<br>Calculations | Down %<br>Down % Grand Total | Down %<br>Down % Grand Total | Down %<br>Down % Grand Total | Down %<br>Down % Grand Total | Down %<br>Down % Grand Total | Down %<br>Down % Grand Total | Down %<br>Down % Grand Total | Down %<br>Down % Grand Total |
| **Newspaper schedule**<br>Measures | N/A | N/A | Dollars<br>Units<br>*Inches<br>Weighted Inches | N/A | N/A | N/A | N/A | N/A |
| **TV Log**<br>Measures | Down %<br>Units | *Dollars<br>Units<br>GRPs<br>Impressions<br>CPP<br>CPM | N/A | N/A | N/A | N/A | N/A | N/A |
| **TV Schedule**<br>Measures | Down %<br>Units | *Dollars<br>Units<br>GRPs<br>Impressions<br>CPP<br>CPM | N/A | N/A | N/A | N/A | N/A | N/A |

# Terms & Definitions

**Actual Rating**
Actual ratings are ratings that are based on the current year's book for Spot Television. Actual Ratings replace estimated ratings (see below) when they become available. Note that actual ratings are based on the 1/2 hour ratings book for the given month if surveyed. If not, the most recent ratings book for the given market from the same quarter is used. The exception is September which uses Fourth Quarter ratings books due to the new television season. Local People Meter (LPM) markets, which are surveyed 50 of 52 weeks of the year, will use the LPM data for the 1/2 hour ratings estimates.

**Advertiser**
Advertiser is used to identify the payer of a given occurrence. In cases where "Who" is paying is the same as "Who" is advertising, the Advertiser and Brand share the same name. An Advertiser can be associated with multiple parent Companies, Subsidiaries, Brands, Products, and Categories. *Example: Citi*

**All other-ranking**
When ranking and limiting to the Top "N", there is an option for an all other total which would group together the remaining activity beyond the top "N".

**Brand**
The Brand field identifies who is advertising. The Brand name can include sub-brands and brand lines. A Brand can be associated with multiple Parent Companies, Subsidiaries, Advertisers, Products, and Categories. *Example: Citi Upromise*

**Category**
Category is a Kantar Media Intelligence grouping of similar Products. The Category level is below the Major level. Some Categories are divided into further levels of detail as Subcategories and Microcategories. Each product belongs to only one category. *Example: Investment Products & Services*

**Cutoff**
Setting a number below or above which activity will not be reported. For example, reporting only brands that spent more than $100,000 and less than $1,000,000. Available as a tab within the measures/calcs page. Note that you must rank in order to cutoff within reports.

## Commonly Used Abbreviations

| | |
|---|---|
| **ADV** | Advertising or Advertisement |
| **ASSN** | Association |
| **CO** | Company |
| **CORP** | Corporate |
| **COS** | Companies |
| **CP** | Corporate Promotion |
| **DISC** | Discount |
| **DOM** | Domestic |
| **DOW** | Day of Week |
| **DR** | Direct Response |
| **FSI** | Free Standing Insert |
| **HISP** | Hispanic |
| **LOH** | Ladies of the Household |
| **LTD** | Limited |
| **M** | Men |
| **M&W** | Men and Women |
| **MA** | Mergers and Acquisitions |
| **PDTS** | Products |
| **RTS** | Ready to Serve |
| **RTW** | Ready to Wear |
| **TP** | Tour Promotion |
| **VAR** | Various |
| **W** | Women |
| **WW** | Working Women |

**Daypart**
A segment of a broadcast day. Kantar Media Intelligence has 29 Building Block Dayparts. You can combine these together to create new dayparts. In addition custom dayparts can be made available upon request.

**Daypart Set**
A container for dayparts. Kantar Media's default daypart set consists of 29 Dayparts. You can create new daypart sets using the Building Blocks with your groups of the Building Blocks or with custom dayparts. In a report, you can choose to select an entire Daypart Set or specific dayparts from a set. You cannot choose more than one daypart set for a report and you cannot have time overlap within a daypart set.

**Dynamic Time Periods**
These change based on data availability so you do not have to continually change your time periods. These can be a single time period or multiple time periods such as current month and current year broken out by month.

**Estimated Rating**
An estimated rating is for a commercial for which ratings data was not yet available. Estimates are based on actual ratings from the same calendar quarter of the previous year. One exception exists for September local ratings, which are estimated from the fourth quarter book.

**Full Run**
An advertisement that reaches 100% of the newspaper's circulation. Total for all items within the report. Grand totals can be at the top or bottom of the report, set within the Report Options page.

**Groups**
A combination of the same entity type (i.e. brands) to show on a report as one item.

**Industry**
Industry is the highest level of category classification. Industries are one level above the majors. Each product belongs to only one industry. *Example: Financial*

**Inserts *(also known as Preprints)***
Store circulars that are packaged and delivered with newspapers. Can include coupon inserts as well, which are attributed to the printer (e.g. Valassis).

**Major**
Majors are below the Industry level and above the Category level. Each product belongs to only one major. *Example: Financial Products & Services*

**Microcategory**
Microcategory is the lowest level of categorization within the Kantar Media Intelligence hierarchy. Microcategories are only broken out for certain Subcategories. When the Microcategory level is not broken out, it has the same name as the Subcategory above it for reporting purposes and contains the same products as the Subcategory. *Example: Mutual Funds / Stocks & Bonds*

**National Audience Demographics Report™ (NAD)**
Provides a multi-dimensional picture of the television audience. It is updated monthly. The NAD report covers broadcast network.

**Nielsen Hispanic Station Index™ (NHSI)**
Provides Spot TV viewing information for Spanish-language television stations in 16 markets with significant Hispanic populations.

**Nielsen Hispanic Television Index™ (NHTI)**
A Nielsen Media Research division primarily servicing the Hispanic Television Market. NHTI uses data accumulated from a separate People Meter sample consisting of approximately 1,000 Hispanic households.

**Nielsen Household Index™ (NHI)**
A Nielsen Media Research division primarily servicing the cable industry (basic and pay) as well as local cable operators. At present, NHI measures 40+ basic cable and pay cable networks. NHI uses data accumulated from the national People Meter sample.

**Nielsen Station Index™ (NSI)**
A Nielsen Media Research division primarily servicing local stations, advertisers, advertising agencies, syndicators and producers with data from diaries or meter/diary samples. NSI conducts four "sweeps" a year in which all local markets are measured as well as three mini-sweeps for the major markets (October, January and March).

**Nielsen Syndication Service™ (NSS)**
A Nielsen Media Research division primarily servicing producers, national syndicators as well as unwired networks, vignettes and program producers. NSS uses data accumulated from the national People Meter sample.

**Nielsen Television Index™ (NTI)**
A Nielsen Media Research division primarily servicing the six broadcast networks, advertisers and advertising agencies. NTI uses data accumulated from national People Meter sample. Not-Itemized advertising does not receive a specific Brand. Examples of this include the following: Classified Ads and advertising in directories including Schools & Camps, Financial, Kennels, Game Breeders, Where-To-Go, Real Estate, Restaurants, Hotels & Resorts, Postage Stamps & Coins, Business Propositions, etc.

**Parent**
The Parent identifies the company which owns an advertised Product. *Example: Citigroup Inc.*

**Part Run Zone**
An advertisement that appears in only part of the various zonal editions and thus reaches only a portion of the newspaper's circulation.

**Pod Number**
The sequential number of the commercial break within a program.

**Pod Placement**
The relative position of a commercial within a commercial break. Commercials will have First, First Non-Promo, Middle, Last, and Last Non-Promo associated with each television placement.

**Pod Position**
The sequential number within a pod where a given commercial occurrence took place. When followed by a 'B' the given position within a national market occurred after a break.

**Pod Size**
The total number of pod positions within a pod. Available on TV Schedule and Pod Position Reports. When coupled with Pod Position shows the relative placement of the given occurrence within the commercial break.

**Product**
Product is the core field used by Kantar Media Intelligence to describe who and what is being advertised. Product is formed by combining Product name, Product Type and Product Descriptor(s) into a single reporting field.

- Product Name: The name of the Product being advertised. *Example: Citi Upromise Platinum*
- Product Type: A generic term that indicates what the product is, often reflecting the category of the product. *Example: Personal Credit Card*
- Product Descriptor: Indicates additional descriptive details about the product that do not belong in the Product Name, such as form, flavor or model. Included for products within specific categories. *Example: Master Card*

The three elements of Product are to be separated by a colon (":") in reporting. *For example: Citi Upromise Platinum : Personal Credit Card : Master Card*

**Product Sets**
A container of product related selections including special class, industry, major, category, parent company, subsidiary, and brand. Product sets can be saved so they can be reused for other reports. If you don't want to reuse a product set, you would just make selections and continue. If you want to reuse it, you would save and name it.

**Program Type**
A combination of similar programs such as situation comedies, newscast or professional baseball.

**Promos**
Broadcast announcements touting a program airing. Placement can be paid or unpaid. Promos are not included within MarketAdvisor, however they are used to provide Pod Placement data.

**Property**
The seller of advertising space or time (e.g. a television station, newspaper, Web site etc.). For any medium that does not have property detail the market medium is shown. For example, the property for local radio NY, would be New York Local Radio.

**PSA (Public Service Announcements)**
Ads created to convey a public service. Placement can be paid or unpaid. Public Report Specifications, Product Sets, Media Sets, Daypart Sets, Groups, and Report Results can be shared across your company. When you save, you would change to the public option. Public items are public read-only, meaning only the owner can modify them. All other users can use them as is or save under another name.

**Ranking**
Ordering a report based on the selected measure in a descending order. User can also select Top "N" such as Top 25 which limits the report.

**Sales Indicator**
Identifies whether or not an account was bought nationally or locally.

**Sections**
The content-defined portions of a newspaper (e.g. sports, news, arts). Sections vary by publication.

**Static Time Period**
Specifically defined time periods that do not change.

**Subsidiary**
The Subsidiary is the immediate owner of an advertised Product. The Subsidiary is one level below the Parent level. *Example: Citibank*

**Subtotals**
Intermediate totals within the report. The default is to subtotal all sorts except the innermost. These can be deselected on the Report Options page.

**Summary Totals**
Show totals for inner sorts that may be under more than one outer sort. For example, if you were to run Parent then Category as sorts, if a summary total was reported the total by category across all parents would be shown on the report as well.

**Kantar Media Intelligence Product Group**
Product Groups are similar to categories in that they are comprised of products which are similar in either usage or intended audience. However, each product within the product group may be within a different category. *Example: The "Baby Products" product group includes products from several categories.*

**Totals**
All totals are net totals, which means if there is duplication within a report, the totals wouldn't show the duplication. For example, if I select a brand and I create a brand group that also contains that brand, the total will only count the brand once.

**Ultimate Owner**
The Ultimate Owner is the highest level owner of an advertised product. In most cases, the Ultimate owner and Parent will be the same. It is intended to handle special situations where a lesser known corporate entity owns companies commonly recognized as parent companies in their own right. *For example, "CBS" (Parent) is owned by "National Amusements" (Ultimate Owner).*

**Units**
Refers to a single measurement such as one TV spot or one newspaper ad. Media such as Local Radio, Outdoor, and Internet do not have units of measurement so will show an empty field. Units ARE NOT PRORATED based on size or length.

**Vignette**
A short literary sketch sponsored and bundled with a commercial. It may be a trivia question, cooking tip, public interest item or program-related sketch. Vignettes will air nationally with many national products.

**"Who Am I" Brands**
Defines your properties for Exclusive or Mutual report purposes. Zone Types Full Run and Part Run are zone types.

**Zones**
Usually based on geography, the versions of a newspaper that are created separately to target segments of the overall readership. Zones vary by publication.

# FAQs

### *What does "There were no results for the report you requested" mean?*

This means that there was no activity found for the report you ran. This could happen for a number of reasons. For example, the brands included in your report may not have had any activity during the time period you requested, or perhaps dollars or ratings were not yet available for the time period you included in the report. In this situation you should check availability or change some of your selections before running your report again.

### *How can I see what brands are included in a particular category?*

On the Product Set Summary page, click on Category and you will be taken to the category selection page. After searching or browsing for your desired category, highlight it. Now, click the box below, select "Drill". Click "Brands" or "Products". You will now see a list of advertisers / brands / products within the category you highlighted.

*Note that you may also highlight multiple categories in order to see the brands in each.*

### *How do I find new products that were added into the database within a particular time frame?*

On the Product Set page, highlight "product" from the dropdown menu. Type in the desired Product and click the "Calendar" icon. Plug in the dates.

### *How can I get TV data quicker?*

For Network, Spot, Syndication, Cable and Spanish Language Network, note that Kantar Media Intelligence makes "Unit" occurrence data available to clients before either "Dollars" or "Ratings" are available. To view the latest occurrence information, include units as a measure in your report.

### *What is the difference between a static and a dynamic time period?*

Static time periods are specific dates to be included in your report. Static time periods do not change over time. Example: January 2005 Dynamic time periods are based on media availability. With a dynamic time period, such as "Current Month", the days, weeks, months, or years covered in a given report will change over time depending on when a report is run. *For example, if a report includes "Current Month", the report will always include the most recent month of available data. Therefore the report output will cover a different month in June than it would if the report is run again in December.*

### *What does COMB, COPY & NEC mean?*

Comb Copy and NEC (Not Elsewhere Classified) means that a particular brand or combination of accounts did not fit into any category within a specific class, and is therefore put into the Comb Copy and NEC for that class. *For example, Category F611 is for Regular Beer & Ale, Category F612 is for Light & Low Alcohol Beer & Ale. If both a regular and a light beer are advertised together, then the brand and ad spending will go in F619 Beer & Ale: Comb Copy and NEC.*

### *How can I view the DMA rank of a market?*

Check off Display DMA rank under the market tab within the MediaSet Selections.

***How do I find out when the most recent data will be available? When will spending/ratings be available for a certain media?***

Please see Data Availability chart or click on Availability button in the upper right hand corner of MarketAdvisor.

***What is the difference between the various radio services and how do you recommend the data be used?***

**Radio Overview**

- The National Spot Radio Service and the Local Spot Radio Service each provide market-level brand expenditures, but no station occurrence detail.
- The Local Radio Detail Service reports station-level occurrences for advertised brands/products, but no expenditure data.
- For Network Radio, participating radio networks supply monthly brand/product-level expenditures for each of their Networks. Kantar Media Intelligence applies the given expenditures directly to the Network summaries.

**Local Radio vs. Local Radio Detail**

Our strong recommendation to clients is that Miller Kaplan ("Local Radio") and Mediaguide ("Local Radio Detail") data be used in a complementary fashion, to provide a thorough view of market level spending (Miller Kaplan) and a partial view of how brand activity is distributed across stations. It is unequivocally inappropriate to allocate MK expenditures to Mediaguide stations occurrences.

There are two reasons for this. First, MK receives ad expenditure info from participating stations representing at least 85% of a market's gross ad revenue. However, the provider stations are not identified to Kantar Media Intelligence and we have no way of knowing the extent to which the MK stations duplicate Mediaguide's monitoring coverage within a market. And whereas MK's revenue coverage is consistent from market-to-market (over 85%), Mediaguide's station coverage is quite variable depending on the market. If the MK and Mediaguide universes are of unequal size, then integrating the data sets will produce distortions.

Second, Mediaguide occurrence data treats all spots as being equal and cannot differentiate high-priced units from low priced units. A major driver of unit pricing is audience size and demographics. Within a market, there is substantial variability in station-level audiences and pricing. These variations are invisible within the Mediaguide data. A proportionate allocation of station-level occurrences to MK expenditures (e.g., Brand X ran 10% of its spots on Station Z; therefore Station Z received 10% of Brand X ad spend) is flat out wrong and distorted.

**More Overlap Info**

The Miller Kaplan radio expenditure data includes all radio billings reported by stations in the market. Some advertising expenditures contained within the Local Spot Radio Service are also reported in the National Spot Radio Service. The overlap occurs because the same advertising spot may be reported twice, once by the local station and once by the station's national sales rep. The magnitude of the overlap is not known by Kantar Media Intelligence because the expenditure information is provided at the market-level, not the station-level. The reported expenditures do not include spots "purchased" through barter of goods or services. An unknown proportion of the ad activity captured by the Local Spot Radio Service and the National Spot Radio Service is also reflected in the Local Radio Detail Service, and vice versa. In some cases the same advertising spot is being reported three times. Because of the different reporting bases (market-level vs. station-level), it is not possible to determine the amount of duplication between services, nor is it possible to integrate occurrences with expenditures.

# Data Availability

| | Network TV | Syndication | Hispanic TV | Cable TV | Spot TV |
|---|---|---|---|---|---|
| **Units** | 1-2 weeks | 1-2 Weeks | 2 Weeks | 1-2 Weeks | 1-2 Weeks |
| **Dollars** | 6-8 Weeks | 6-8 Weeks | 6-8 Weeks | 6-8 Weeks | Unadjusted: 1-2 Weeks |
| **Ratings** | NTI - Init: 3-4 Weeks<br>NAD: 11-13 Weeks<br>NTI - Final: 11-13 Weeks<br>NHTI: 10-12 Weeks | NSS - Init: 3-4 Weeks<br>NSS - Final: 11-13 Weeks | NHTS - Init: 3-4 Weeks<br>NHTS - Final: 11-13 Weeks | NHI: 3-4 Weeks | Adjusted: 7-9 Weeks<br>NSI - Est: 1-2 Weeks<br>NSI - Final: 7-9 Weeks<br>NHSI - Est: 1-2 Weeks<br>NHSI - Final: 7-9 Weeks |

| | Net Radio | Natl Spot Radio | Internet | Magazines |
|---|---|---|---|---|
| **Units** | N/A | N/A | 24-48 Hours | 1-2 weeks/ Creative Images |
| **Dollars** | 3-5 Weeks | 8-10 Weeks | 4-6 Weeks | 1-2 Weeks |
| **Ratings / Impressions** | | | 4-6 Weeks (IMPs) | 14-16 weeks |

| | Local Magazines | Hispanic Magazines | B-To-B Magazines | MK Local Radio | Outdoor |
|---|---|---|---|---|---|
| **Units** | 1-2 weeks | 1-2 weeks | 6-8 Weeks | 5-7 Weeks | N/A |
| **Dollars** | 1-2 weeks | 1-2 weeks | 6-8 Weeks | 5-7 Weeks | 8-10 Weeks |

| | Local Radio Detail | Newspaper | Hispanic Newspaper |
|---|---|---|---|
| **Units** | 3-4 Weeks | About 4 Weeks | About 4 Weeks |
| **Dollars** | N/A | About 4 Weeks | About 4 Weeks |

■ See Terms & Definitions for ratings definitions